



COLLEGE RADIO CORPORATION

14 West 45th Street  
New York 36, New York  
February 21, 1955

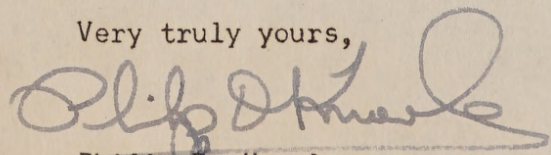
Manager, Radio Station WCSR:

Response to CRC requests for STATION PUBLICITY materials has been surprisingly slow. Our newsletters for January 15th and 31st contained paragraphs urging each station to send us proof of its importance on the campus. We've tried to get across the idea that national advertisers demand this proof. When we go to them empty-handed, they buy time on NBC and tell us to get them "the facts".

In two weeks, we will be presenting The American Tobacco Company with reasons for renewing the Newscast Plan next year. "Did the University of Kaligania ever report putting up our posters?" "What kind of a station do they have at XYZ College?" "Does the name of our cigarette get publicity on Umpty-ump campus?" "Give us one good reason to continue spending all this money at Hooplah!"

*what about giving out Doodle sheets*  
If we are to sell for you, we must have PUBLICITY MATERIALS. Some stations realize this, frequently send in newspaper stories about their activities, brochures published by the station, and even pictures of sponsors' posters on campus. Can you help your own cause by doing the same? Give us proof of the fact that you are spreading the fame of Lucky Strike at your college or university!

Very truly yours,

  
Philip D. Knowles  
Operations Manager

NATIONAL REPRESENTATIVES FOR CAMPUS RADIO STATIONS



1111 West 58th Street  
New York 35, New York  
February 21, 1955

Manager, Radio Station

Response to CRC requests for station publicity has been surprisingly  
slow. Our newsletters for January 1955 and other contained paragraphs urging  
each station to send us proof of its importance on the campus. We've tried to  
get across the idea that national advertisers demand this proof. When we go  
to them empty-handed, they buy time on WNY and tell us to get them "the facts".

In two weeks, we will be presenting the American Tobacco Company with reasons  
for renewing the Newmarket plan next year. "The University of California  
never report putting up our posters." "What kind of reaction do they have at  
XYZ College?" "I see the name of our cigarette got publicity on WNY."  
"Give us one good reason to continue sending all this money at  
Hoolah!"

If we are to sell for you, we must have PUBLICITY. Some stations  
realize this. They put their stories in newspapers, radio, and television,  
brochures distributed by the station, and even letters of sponsors' letters  
on campus. Can you help your own station by doing this? Give us proof  
of the fact that you are spreading the word about the station at your college  
or university!

Very truly yours,  
J. J. Knowles  
National Publicity Manager